

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMBATS, INC.

Ad No. 1964 "QUARTER-BACK OPTION" - Reg. No. 15431 - Page - (9 1/2 x 12 inches) - 4-C Sunday Supplements, 1980 (A)

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Quarter-back option.

Parliament Lights famous recessed filter offers you an option flush filters don't.

Because it's tucked back a clean quarter-inch, our filter keeps your lips from touching the tar that builds up on the tip.

Which is why Parliament Lights are always so tastefully light.

And never guilty of unnecessary roughness.



Only Parliament Lights has
the famous recessed filter.

Available in
Soft Pack, Box and 100's.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health

Soft Pack: 9 mg. "tar," 0.7 mg. nicotine—Box: 10 mg. "tar," 0.7 mg. nicotine—100's: 12 mg. "tar," 0.8 mg. nicotine av. per cigarette, FTC Report Dec. 79

